FSC-90-B

ROU Brief - 6/3/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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RETAIL PROGRAMS

➡ ***WINSTON Response Cards***
(Contact: Lori O'Connor, #3019)

- WINSTON 6 x 4 response cards, Item #538235, rolled to national allocation.
- 75 of the 6 x 4 cards will be placed in each POS Changeover Kit for July.
  - Small amount remaining for those who did not order POS Kit.

➡ ***WINSTON 5-Pack Sleeves Assembled***
(Contact: Lori O'Connor, #3019)

- WINSTON 5-pack sleeves have been redesigned.
  - New item number is #546848.
  - Available for shipment on 6/22/98.
- Previous sleeves, Item #536615, will be discontinued.

➡ ***WINSTON $1/2-Pack Conversion***
(Contact: Lori O'Connor, #3019)

- Any remaining offers of the May 70¢/2 pack sleeves may be converted to $1/2 packs by placing #545684 buttons over offer.
- UPC code on sleeves will also need to be covered with $1/2 pack UPC code (12300-24689) sticker for scanning stores.
- Requests for UPC stickers should be made through your ROU Systems Coordinator.
  - UPC Bar Code is available in "Bartinder" under the file "Promwin" should you need UPC stickers.

➡ ***WINSTON Round 3 (Brickyard) Materials*** *(Contact: Lori O'Connor, #3019)*

- Following items available for open order to support No Bull 5 race on August 1 (Items left from recent DSD mailing).

  #537635 - WINSTON No Bull 5 Dangler, 1/SKU
  #544703 - WINSTON Brickyard Banner 5x3, 1/ SKU
  #544724 - WINSTON Cup Race Schedule Card, 1/SKU
* #544730 - Independent DSD Kit, 1/SKU
* #544745 - Chain DSD Kit, 1/SKU

* Available 6/15

➡ ***WINSTON Semi-Permanent Display***
(Contact: Lori O'Connor, #3019)

- Reporting code for the WINSTON semi-permanent display has been removed.
  - Program discontinued on 4/3/98.

➡ ***SALEM 3-Pack Sleeves***
(Contact: Lori O'Connor, #3019)

- Item #521834 SALEM 3-pack flat sleeves will be discontinued once inventories are depleted.
- Please use SALEM 3-pack sleeve assembled, Item #524333 (60/SKU), in place of the discontinued item.

PERSONNEL

➡ ***Best Practices - Recruiting***
(Contacts: Gerry Deschenes, #2591, Mary Carroll, #4289)

- Bob Snow (Boston ROM) made excellent use of NEPA newspaper directory purchased locally to assist in recruiting (see Attachment A).
  - Directory identifies newspapers of various sizes by state, town, along with map with location of newspapers and their circulation.
  - Also lists newspapers by ethnic and special interests.
  - Directory available through local newspaper associations (call Bob Snow (508) 497-2300 if you have questions).

SYSTEMS

➡ ***Retail Bundle Application Correction***
(Contact: Chris Minner, #1642)

- Calculation error which occurred when projecting full price discount dollars in a Bonus partnership proposal has been corrected.
- Reference Sales News on the Manager and Sales Rep notebook computers for additional info re: problem and resolution.
- Correction effective with communication after Saturday, May 30, 1998.

c/DATA/PERSONNEL

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1996/1997
NEPA NEWSPAPER DIRECTORY
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KEY TO ABBREVIATIONS: ABC-Audit Bureau of Circulations; BD-Bulk Drop; C-Carrier Delivered (door to door); CAC-Certified Audit of Circulations; CCNA-Canadian Community Newspaper Association; CPVS-Community Papers Verification Service; DS-Delivery Service (door to door); ESTPublisher's Estimate (verified by printing bills); F-Free; LWBC-Liquor, Wine, Beer, Cigarettes; M/NMail Deliveries/Newsstand Sales; NA-Not Available; P-Paid; PO-Second Class Statement of Ownership; PR-Third Class Postal Receipts; R-Requestor; SAU- Standard Ad Unit (column width 2 1/16"); VAC-Verified Audit Circulation Corp; VBD-Verification of Bulk Distribution; VP-Voluntary Paid.

NOTE - NEPA MEMBERS ARE IN BOLDFACE TYPE

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Ethnic and Special Interest Newspapers

African American

Connecticut
Bridgeport inquirer
Hartford Inquirer
Hartford, Northend Agents
New Haven Inquirer
Waterbury Inquirer

Massachusetts
Boston, Bay State Banner
Boston, Urban Beat
Roxbury Community News
Springfield, Bottom Line
Springfield Inquirer
Sudbury, The Reunion

Rhode Island
Providence American

Armenian

Massachusetts
Watertown, Armenian Mirror-Spectator
Watertown, Armenian Weekly
Watertown, Baikar Armenian Weekly
Watertown, Hairenik

Brazilian

Massachusetts
Somerville, Brazilian Times

Cambodian

Massachusetts
Lowell, Cambodian Press

Catholic

Connecticut
Bridgeport, Fairfield County Catholic
Bristol, American Catholic
Hartford, Catholic Transcript
Hartford, El Transcrito Catolico

Maine
Brunswick, Church World

Massachusetts
Boston, The Pilot
Fall River Anchor
Springfield, Catholic Observer
Worcester, Catholic Free Press

Rhode Island
Providence Visitor

Vermont
Burlington, Vermont Catholic Tribune

Chinese

Massachusetts
Boston, Sampan

Christian

Massachusetts
Boston, Christian Science Monitor
Danvers, Standard of New England

Episcopal

Massachusetts
Boston, Episcopal Times

Gay

Connecticut
Hartford, Metroline

Massachusetts
Boston, Bay Windows

Greek

Massachusetts
Boston, Hellenic Chronicle

Hispanic

Connecticut
Hamden, Los Andes
Meriden Tiempo New Haven, El Reportero

Massachusetts
Andover, El Carillon
Boston, La Semana
Cambridge, El Mundo
Holyoke, La Nueva Era
Jamaica Plain Gazette
Mission Hill Gazette
Roxbury, El Universal
Springfield, La Nueva Era
Worcester, Vocero Hispano

Rhode Island
Pawtucket, Shoreline en Espanol Providence, Presencia

Irish

Massachusetts
Boston, Irish Emigrant
Boston, Irish Reporter

Italian

Rhode Island
Providence, The Italian Echo

Jewish

Connecticut
Hartford, Jewish Ledger
New Haven, Jewish Ledger
Stamford, Jewish Voice

Massachusetts
Boston, Jewish Advocate
Boston, Jewish Times
Framingham, Jewish Reporter
Salem, Jewish Journal/ North of Boston
Springfield, Jewish Weekly
Worcester, Jewish Chronicle Leader

New Hampshire
Manchester, Jewish Reporter

Rhode Island
Pawtucket, Rhode Island Herald

Methodist

Massachusetts
Boston, Zion's Herald

Native American

Massachusetts
Mashpee, Nashaunk Mittark

Portuguese

Massachusetts
Fall River, O Jornal

Seniors

Massachusetts
Boston, Senior Advocate

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State Press Associations

Alabama Press Assn. 3324 Independence Drive, Suite 200 Birmingham, AL 35209 (205) 871-7737 FAX (205) 871-7740 William B. Keller, Exec. Dir.

Alaska Press Assn. 2425 West 67th Anchorage, AK 99502 (907) 272-1154 FAX (907) 272-1302 Barbara Rogers, Exec. Dir.

Allied Daily Newspapers of Washington P.O. Box 29 1110 Capital Way South, Suite 300 Olympia, WA 98507-0029 (360) 943-9960 FAX (360) 943-9962 Richard Thompson, Exec. Dir.

Arizona Newspaper Assn. 1001 N. Central Ave., Ste. 670 Phoenix, AZ 85004 (602) 261-7655 FAX (602) 261-7525 John Fearing, Exec. Dir.

Arkansas Press Assn. Inc. 1701 Broadway Little Rock, AR 72206 (501) 374-1500 FAX (501) 374-7509 C. Dennis Schick, Exec. Dir.

California Newspaper Publishers Assn. 1225 8th St., Suite 260 Sacramento, CA 95814 (916) 443-5991 FAX (916) 443-6447 Jack Bates, Exec. Dir.

Colorado Press Assn. 1336 Glenarm Place Denver, CO 80204 (303) 571-5117 FAX (303) 571-1803 Mark Thomas, Mgr.

Connecticut Editorial Assn. Imprint Newspapers 20 Isham Rd. West Hartford, CT 06107 (203) 236-3571 FAX (203) 236-04W

Florida Press Assn. 336 E. College Ave. Suite 103 Tallahassee, FL 32301 (904) 222-5790 FAX (904) 222-4498 Richard D. Shelton, Exec. Dir.

Georgia Press Assn. 3066 Mercer University Drive, Suite 200 Atlanta, GA 30341-4137 (770)454-6776 FAX (770) 454-6778 Robin Rhodes, Exec. Dir.

Hawaii Publishers Assn. 677 AlaMoana Blvd., Suite 815 Honolulu, HI 96813 (808) 599-2606 Richard C. Botti Exec. Dir.

Hoosier State Press Assn. One Virginia Ave., Suite 701 Indianapolis, IN 46204 (317) 637-3966 FAX (317) 624-4428 Richard W. Cardwell, Gen. Counsel

Idaho Newspaper Assn. 6560 Emerald St., Suite 124 Boise, 10 83704 (208) 375-0733 FAX (208) 385-0733 Bob C. Hall, Mgr.

Illinois Press Assn. 701 S. Grande Ave., West Springfield, IL 62704 (217) 523-5092 FAX (217) 523-5103 David L. Bennett, Exec. Dir.

Iowa Newspaper Assn. 319 East Fifth Street Des Moines, IA 50309 (515) 244-2145 FAX (515) 244-4855 William Monroe, Mgr.

Kansas Press Assn. 5423 S.W. Seventh Street Topeka, KS 66606-2330 (913) 271-5304 FAX (913) 271-7341 David Fumas Mgr.

Kentucky Press Assn. 101 Consumer Lane Frankfort, KY 40601 (502) 223-8821 FAX (502) 875-2624 David T. Thompson, Exec. Dir

Louisiana Press Assn. 404 Europe St. Baton Rouge, LA 70802 (504) 344-9309 FAX (504) 336-9921 Pam Mitchell-Wagner, Dir.

Maine Press Assn. Dept. of Communication & Journalism University of Maine 5724 Dunn Hall, Room 420 Orono, ME 04469-5724 (207) 581-1283 FAX (207) 581-1286 Steven Riley, Exec. Dir.

Maryland - Delaware - D.C. Press Assn. 275 West St., Suite 310 Annapolis, MD 21401 (410) 263-7878 FAX (410) 263-7878 Jim Donahue, Exec. Dir.

Massachusetts Newspaper Pub. Assn. 70 Washington St., Suite 214 Salem, MA 01970 (508) 465-7539 FAX (508) 744-0333 William L. Plante Jr., Exec. Dir.

Massachusetts Press Assn. c/o Jane Lopes Middleboro Gazette 148 W. Grove St. Middleboro, MA 02346 (508) 947-1760 FAX (508) 947-9426

Michigan Press Assn. 827 N. Washington Ave. Lansing, MI 48906 (517) 372-2424 FAX (5117) 372-2429 Warren M. Hoyt, Exec. Dir.

Minnesota Newspaper Assn. 12 South Sixth St., Suite 1120 Minneapolis, MN 55402 (612) 332-8844 FAX (612) 342-2958 Linda Falkman Exec. Dir

Mississippi Press Assn. 351 Edgewood Terrace Drive Jackson, MS 39206 (601) 981-3060 FAX (601) 981-3676 Carolyn Wilson, Exec. Dir.

Missouri Press Assn. 802 Locust St. Columbia, MO 65201 (314) 449 4167 FAX (314) 874-5894 Doug Crews, Exec. Dir.

Montana Newspaper Assn. 534 N. Main, Suite 202 Helena, MT 59601 (406) 443-2850 FAX (406) 443-2860 Charles W. Walk, Exec. Dir,

Nebraska Press Assn. 1120 K. St. N.E. Lincoln, NE 68508 (402) 476-2851 FAX (402)476-2942 Allen Beermann, Exec. Dir.

Nevada State Press Assn. P.O. Box 1030 Carson City, NV 89702 (702) 882-3868 Sue Morrow, Exec. Dir.

New Hampshire Press Assn. c/o Hank Nichols Now England College, Dept. of Journalism 24 Bridge St. Henniker, NH 03242 (603) 428-2211

Now Jersey Press Assn. 840 Bear Tavern Rd., Suite 305 West Trenton, NJ 08628 (609) 406-OOM FAX (609) 695-8729 John J. O'Brien, Exec. Dir.

Now Mexico Press Assn. 2531 Wyoming NE Albuquerque, NM 87112 (505) 275-1377 FAX (505) 275-1449 Rob Piggott, Mgr.

New York Newspaper Pub. Assn. The Carriage House, 8 Thurlow Terrace Albany, NY 12203 (518)449-1667 FAX (518) 449-50M Diane Kennedy, Pres.

New York Press Assn. 1681 Western Ave. Albany, NY 12203-4307 (518) 464-64M FAX (518) 464-6469 Michelle Rael, Exec. Dir.

North Carolina Press Assn. 4101 Lake Boons Trail, Suite 202 Raleigh, NC 27607 (919) 787-7443 FAX (919) 7874916 Teri Saylor, Dir.

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North Dakota Newspaper Assn. 1435 Interstate Loop Bismarck, ND 58501-0567 (701) 223-6397 FAX (701) 223-8185 Denles Bjornson, Exec. Vice Pros.

Ohio Newspaper Assn. 1335 Dublin Rd., Suite 216B Columbus. OH 43215 (614) 4864M FAX (614) 486-4940 Frank E. Deaner, Exec. Dir.

Oklahoma Press Assn. 3601 N. Lincoln St. Oklahoma City, OK 73105-5499 (405) 524-4421 FAX (405) 524-2201 Ben Blackstock, Exec. Dir.

Oregon Newspaper Pub. Assn. 7150 S.W. Hampton St., Suite III Portland, OR 97223 (503) 624-6397 FAX (503) 639-9009 Leonard W. Lanfranco, Exec. Dir.

Pennsylvania Newspaper Pub. Assn.
2717 N. Front St.
Harrisburg, PA 17110
(717) 234-4067
FAX (717) 2344M
Tim Williams, Exec. Din

Rhode Island Press Assn. c/o Linda Levin Univ. of Rhode Island, Journalism Dept. Kingston, RI 02581 (401) 874-2195

South Carolina Press Assn. P.O. Box 11429 Columbia, S.C. 29211 (803) 750-9561 FAX (803) 551-0930 William C. Rogers, Exec. Dir.

South Dakota Newspaper Assn. P.O. Box 2230 Brookings, S.D. 57007 (60) M4300 FAX (605) 6924M Keith Jenson, Mgr.

Tennessee Press Assn. 6915 Office Park Circle Knoxville, TN 37909-1162 (423) 584-5761 FAX (423) 558-8687 Don R. Campbell, Exec. Dir.

Texas Daily Newspaper Assn. 98 San Jacinto Blvd., Suite 1250
Austin, TX 78701
(512)476-4351
FAX (512) 476-0515
Phillip A. Berkebile, Exec. Dir.

Texas Press Assn.
718 West 5th St.
Austin,TX 78701
(512) 477-6755
FAX (512) 477-6759
Lyndell Williams, Exec. Dir.

Utah Press Assn.
307 West 200 St, Suite 5005
Salt Lake City, LIT 841.01-1212
(801) 328-8678
FAX (801) 328-2226
Janice Keller, Exec. Din

Vermont Press Assn.
c/o Mike Donoghue
Journalism Dept., St. Michael's College
Colchester, VT 05439
(802) 654-2442
FAX (802) 655-36W

Virginia Press Assn.
P.O. Box 85613
Richmond, VA 23285-5613
(804) 550-2361
FAX (804) 550-2407
Ginger Stanley, Exec. Dir.

Washington Newspaper Pub. Ann.
38M Stone Way North
Seattle, WA 98103
(206) 634-IM
FAX (206) 634-3842
Diane Kramer, Exec. Dir.

West Virginia Press Assn.
3422 Pennsylvania Ave.
Charleston, WV 25302
(304)342-1011
FAX (304) 343-5879
BIN Children, Exec. Dir.

Wisconsin Newspaper Assn.
P.O. Box 5580
3822 Mineral Point Rd.
Madison, WI 53705
(608) 235-7171
FAX (608) 238-4771
J. LeRoy Yorgason, Exec. Dir.

Wyoming Pro" Assn.
1300 North 4th St.
Laramie, WY 8207
(307)745-8144
FAX (307) 745-6152
John Coykendall Exem Dir.

Regional Newspaper Associations

Inland Press Assn., Inc. 777 Busse Hwy. Park Ridge, IL 60068 (708) 696-1 140 FAX (708) 696-2463 Ray Carlsen, Exec. Dir.

Now England Newspaper Assn., Inc. 70 Washington St., #214 Salem, MA 01970 (508) 744-8940 FAX (508) 744-0333 Morley L. Piper, Exec. Dir.

New England Press Assn. 360 Huntington Ave., 428 CP Boston, MA 02115 (617) 373-5810 FAX (617) 373-5615 Robert Wallack, Exec. Dir.

Pacific NW Newspaper Assn. P.O. Box 11128 Tacoma, WA 98411-0128 (205) 272-3611 FAX (206) 272-9081 Evonne Agnello, Exec. Dir.

Southern Newspaper Pub. Assn. P.O. Box 28875 Atlanta, GA 30358 (404) 256-0444 FAX (404) 252-9135 Reg Ivory Exec. Dir.

National/ International Newspaper Associations

Alberta Weekly Newspaper Assn. 4445 Calgary Trail, S.,
Terrace Plaza, Suite 360
Edmonton, Alberta T6H 5R7
(403) 4348746
FAX (403) 43MM
Dennis Merrell, Mgr.

American Press Institute
11000 Sunrise Valley Dr
Reston, VA 22091
(703) 620-3611
FSX (703) 620-5814
William Winter, Pres.

American Society of Newspaper Editors P.O. Box 4090 Reston, VA 22090-1700 (703) 648-1148 FAX (703) 476-6125 Lee Stinnett, Exec. Dir,

Asian American Journalists Assn.
1765 Sutter St., Ste, 1000
San Fransisco, CA 94115
(415) 346-2051
FAX (415) 931-4671
Valerie Chow Bush

Associated Press Mng. Editors Assn. A.P. 50 Rockefeller Plaza New York, NY 10020 (212) 621-1552 FAX (310) 437-7892 Rich Archbold, Pres.

Atlantic Community Newspaper Assn. P.O. Box 2500 Lunenburg, Nova Scotia, BOJ 2CO (902) 634-9355 FAX (902) 628-8671 Shelah Allen, Exec. Dir.

Audit Bureau of Circulations 9W N. Meacham Road Schaumburg, IL 60173-4968 (708) 605-0909 FAX (708) 605-04M M. David Kell, Pres.

British Columbia & Yukon Community Newspaper Assn. 1380 Burrard Street, Suite 230 Vancouver, BC V6Z 2B7 (604) 669-9222 FAX (604) 684-4713 Allan Treleaven, Mgr.

Canadian Community Newspaper Assn. 90 Eglinton Ave., Suite 206 Toronto, ONT M4P 2Y3 (416) 482-1090 FAX (416) 482-1908 Michael Anderson, Exec. Dir.

Canadian Daily Newspaper Assn. 890 Youngs St., Suite I 100 Toronto, ONT M4W 3P4 (416) 923-3567 FAX (416) 923-7208 John E. Fay, Pres.

Catholic Press Assn. 3555 Veterans Hwy., Unit 0 Ronkonkoma, NY 11779 (516) 471-4730 FAX (5116) 471-4004 Owen McGovern, Exam Dir.

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Certified Audit of Circulations. Inc
155 Willowbrook Blvd.
Wayne, NJ 07470
(201) 785-M
John A. Picano, CEO

Inter American Press Assn. 2911 N.W. 39th St. Miami, FL 33142 (305) 634-2465 FAX (305) 635-2272 Julio A. Munos, Exec. Dir.

International Society of Weekly Newspaper Editors c/o Richard W. Lee Dept. Journalism & Mass Communications South Dakota State University P.J. 209 Box 2235 Brookings, SD 57007 (605) 688-4171 FAX (605) 688-4271

Manitoba Community Newspaper Assn. 310-275 Portage Ave. Winnipeg, Manitoba R3B 2B3 (204) 947-1691 FAX (204) 947-1919 Emily B. Murray, Exec. Dir.

National Assn. of Black Journalists 11 600 Sunrise Valley Drive Reston, VA 22091 (703) 648-1270 FAX (703) 476-6245 Elko Milton, Office Mgr.

National Assn. of Hispanic Journalists
529 14th St. NW
National Press Bldg., Suite 1193 Washington, DC 20045
(202) 662-7145
FAX (202) 662-7144
Zita Arocha, Exec. Dir.

National Assn. of Printers and Lithographers
780 Palisade Ave.
Teaneck, NJ 07666
(201) 342-0700
FAX (201) 692-0286
Joseph Truncete, Exec. Pres.

National Conference of Editorial Writers
6223 Executive Blvd.
Rockville, MD 20852
(301) 984,3015
FAX (301) 231-0026
Tommy Benton, Pres.
National Newspaper Assn. 1525 Wilson Blvd., Suite SW Arlington, VA 22209
(800) 8294662
FAX (703) 907-7901
Tonda Rush, Exec. Dir.

National Newspaper Publishers Assn.
Black Press of America
32DO 13th Street NW'
Washington, DC 20010
(202) 588-8764
FAX (202) 558-5029
William Reed, Exec. Dir.

National Press Photographers Assn, Inc. 3200 Croasdalle Drive, Suits 306 Durham, NC 27705 (919) 383-7246 FAX (919) 383-7261 Charles H. Cooper, Exec. Dir.

Native American Journalists Assn. 1433 E. Franklin Avenue #11 Minneapolis, MN 55404 (612) 874-8633 FAX (612) 874-9007 Ruth Denny, Exec. Dir.

Newspaper Association of America 11600 Sunrise Valley Drive Reston, VA 220914212 (703) 648-1000 FAX (703) 6204W Cathleen Black, Pres. .

Newspaper Association Managers, Inc. Southern Newspaper Pub. Assn. P.O. Box 28875 Atlanta, GA 30358 (404) 256-04" FAX (404) 252-9135 Reg Ivory, Exec. Dir.

Ontario Community Newspaper Assn. 1184 Spews Rd. Oakville ONT L6J 5A8 (905) 844-0184 FAX (905) 844-2769 Harry Stemp, Exec. Dir.

Quebec Community Newspaper Assn. Macdonald College Glenaladale House, Box 195 St.-Anne-de-Bellevue, QUE H9X 3V9 (514) 398-7706 FAX (514) 398-7972 Allan Davis, Exec. Dir.

Reporters Committee for Freedom of the Press 1101 Wilson Blvd. Arlington, VA 222D9 (703) 807-2100 FAX (703) 807-2109 Jane Kirtley, Exec. Dir.

Saskatchewan Weekly News Assn.
#4-2155 Airport Drive
Saskatoon, SK S7L 6M5
(306) 382-9683
FAX (306) 382-9241
John Chomyn

Society of Newspaper Design
The Newspaper Center
P.O. Box 4075
Reston, VA 22090
FAX (703) 620-4557
Raymond C. Chattman

Suburban Newspapers of America 401 N. Michigan Ave. Chicago, IL 6NII-4267 (312) 644-6610 FAX (312) 245-1084 Mark Thorsby Exec. Dir.

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